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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-56CIP1 (GP-145-01-US)**

Applicants: **Leslie YEH, et al.**

Serial No.: **10/823,508**

Confirmation No.: **3269**

Filing Date: **April 12, 2004**

Title: **DETERMINING AND/OR USING LOCATION INFORMATION IN AN AD
SYSTEM**

Examiner: **Greta Lee Robinson**

Group Art Unit: **2169**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

**INFORMATION DISCLOSURE STATEMENT ("IDS") AND REQUEST TO HAVE
REFERENCES FROM PRIOR IDS CONSIDERED**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of the references is enclosed.

The applicants reserve the right to establish that the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

12/07/2009 JVONG1 00000024 501049 10023500
01 FC:1006 100.00 DA

Since this Information Disclosure Statement is being submitted after the receipt of a Notice of Allowance, but before the payment of an issue fee and with a certification under 37 C.F.R. § 1.97(e)(1) and the fee set forth in 37 C.F.R. § 1.17(p), it should be considered under 37 C.F.R. § 1.97(d). The Patent Office is authorized to charge the fee of \$180.00 to obtain consideration of this Information Disclosure Statement to the deposit account of Straub & Pokotylo, deposit account number 50-1049. A fee transmittal letter is submitted herewith to facilitate charging of the fee.

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

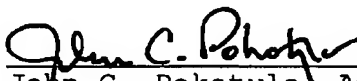
Further, the applicants note that references BG, BP and BX of the Information Disclosure Statement filed on August 19, 2009 were not considered. The applicants respectfully submit that these references should have been, and should be, considered. No explanation is given as to why references BP and BX were not considered. The Examiner stated that a translation of non-English language reference "BG" (JP 2003-108591) was not provided. However, reference BG was cited in an office action by a foreign patent office in a counterpart foreign application. An English language version of the office action, which indicates the degree of relevance found by the foreign office, was provided (reference CC). Hence, the requirement for a

concise explanation of relevance was satisfied. (See MPEP 609.04(a))

If, upon reconsideration, the Examiner still believes that this Information Disclosure Statement or any previous Information Disclosure Statement is deficient in some way, the applicants request that the Examiner specify the particular deficiency, preferably by contacting the undersigned by telephone.

Respectfully submitted,

December 4, 2009


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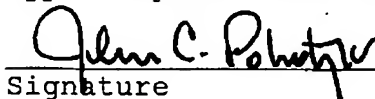
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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification


Signature

December 4, 2009
Date